



DENMARK MEDIA LANDSCAPE

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Country Overview

A WEALTHY BUT AGING POPULATION



CAPITAL

Copenhagen

REGION

Europe

GDP PER CAPITA, PPP

\$52,279

GDP

\$352.1 billion

POPULATION

5,797,446

AREA

43,094 SQ.KM

Danes enjoy a high standard of living, and the Danish economy is characterized by extensive government welfare measures and an equitable distribution of income.

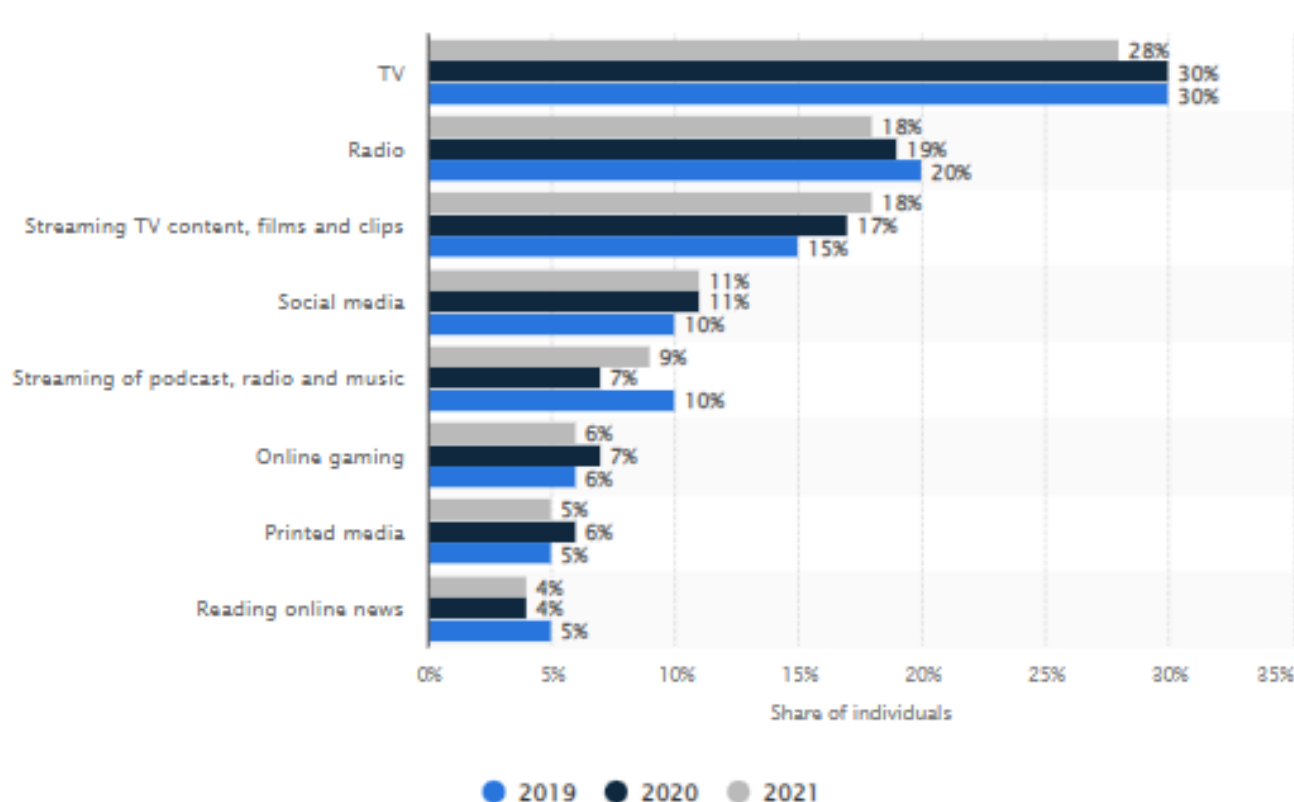
Through progressive taxation, Denmark employs a universal health care system in which citizens receive mostly free medical care and higher education.

Denmark has several leading industries including food processing, tourism and the production of iron, steel and machinery. Its main exports are processed foods, agricultural and industrial machinery, pharmaceuticals and furniture.

Media Consumption Overview

RADIO AND TV ARE THE STRONGEST MEDIUMS IN DENMARK

Distribution of media usage in Denmark from 2019 to 2021



- In 2021, the most used medium in Denmark was the television, with a share of 28percent of Danish individuals.
- Radio and streaming TV content, films, and clips (18 percent of Danes each) share the second position in the ranking.

TV Consumption

TV REACH HAS BEEN FALLING OVER THE YEARS BUT STILL REACHES OVER HALF THE COUNTRY

TV OVERVIEW

NUMBER OF HOUSEHOLDS WITH ACCESS TO TV IN DENMARK

2.1m

NUMBER OF COMPANIES IN THE TELEVISION INDUSTRY IN DENMARK

120

AVERAGE DAILY TV REACH IN DENMARK

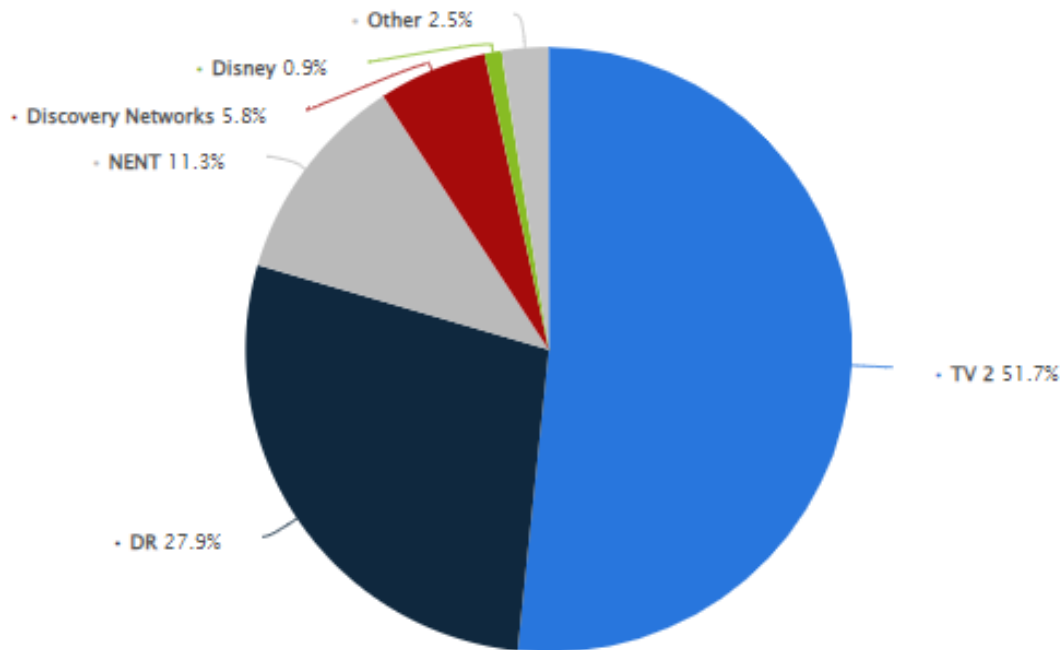
56%

- Watching television via the internet is becoming more widespread.
- The share of smart TV owners grew from 24 percent to 64 percent in 2021.

TV Consumption

TV 2 TAKES THE BIGGEST CHUNK OF THE AUDIENCE SHARE

Audience Share Of TV Broadcasting Companies In Denmark (April 2022)



- The channels of TV 2 Denmark came first, reaching a share of over 50 percent of the total viewing time in the country
- The second highest audience share in Denmark was the public service organization Danish Broadcasting Corporation (DR)

TV Consumption

TOP TV STATIONS

TV2



TV 2 is a government-owned subscription television station in Denmark based in Odense, Funen. V 2's range of programs includes news, documentaries and lifestyle, entertainment, sports, Danish fiction, current affairs, films, morning television and children's television.

DR 1



DR1 is the flagship television channel of the Danish Broadcasting Corporation (DR). It's a news and entertainment public television channel that provides a broad mix of public programming including news, cultural and educational programs, arts programs, and entertainment.

DR 2



DR2 is the second television channel operated by the Danish Broadcasting Corporation (DR) in Denmark. Its programming mainly consists of comedy, documentaries and in-depth news programs.

Kanal 5

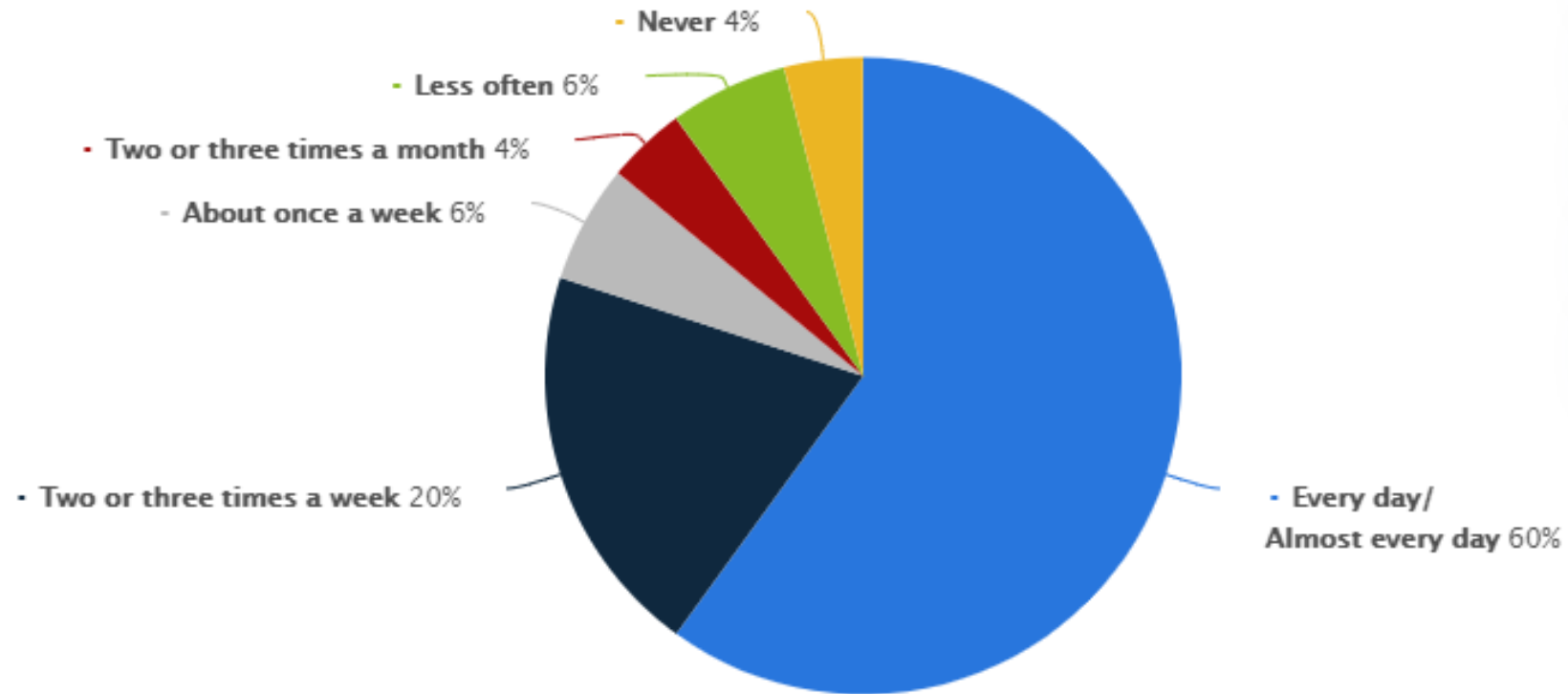


Kanal 5 is a Danish subscription television channel operated by SBS Discovery Media, a subsidiary of Discovery Communications. It's an entertainment channel that airs a wide range of programming including movies, US TV series, and sports.

Radio Consumption

60% OF LISTENERS TUNE IN TO RADIO EVERY DAY

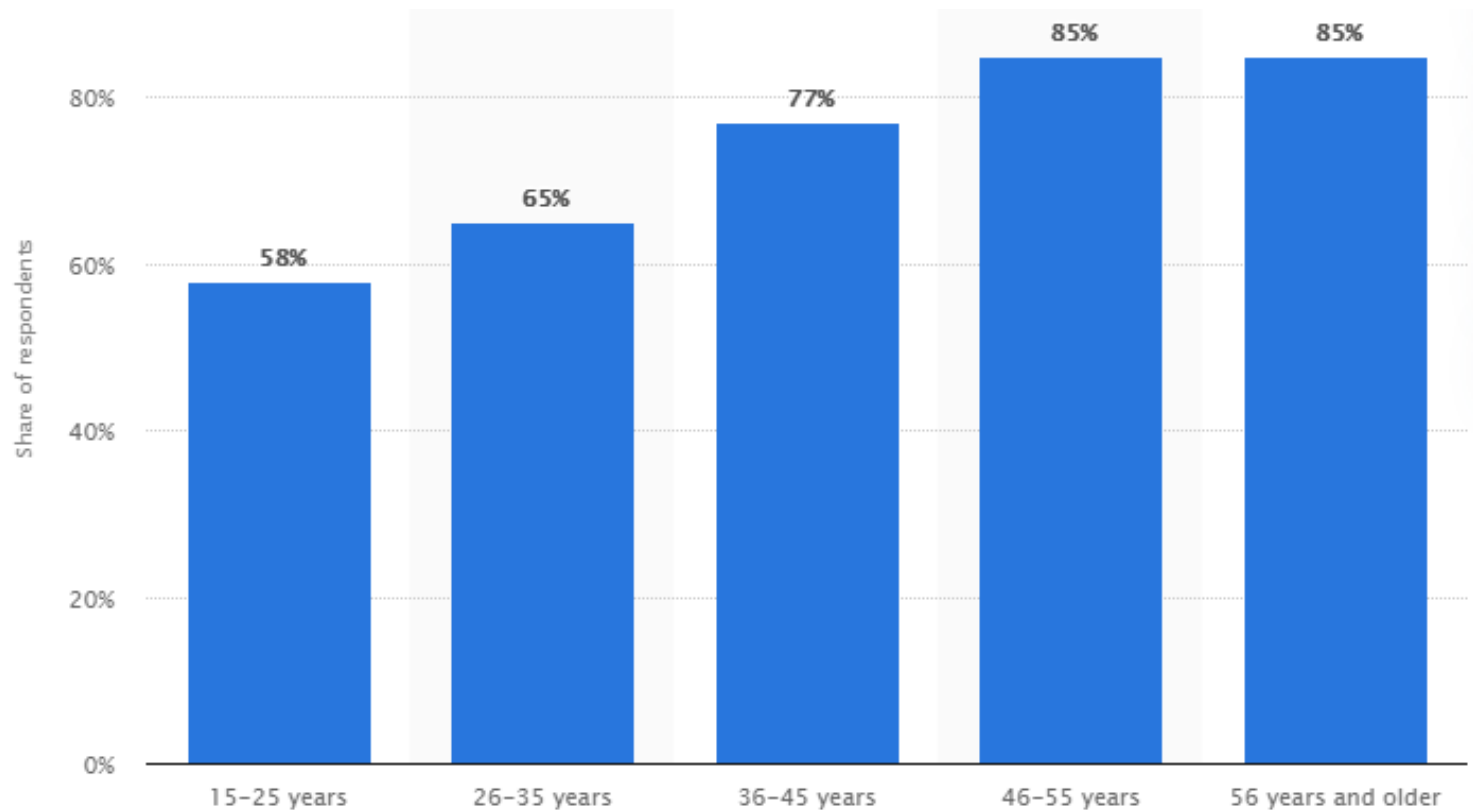
Frequency of listening to radio in Denmark 2021



Radio Consumption

USED BY ALL AGES, RADIO IS PARTICULARLY POPULAR WITH THOSE AGED ABOVE 36

Weekly radio listening in Denmark 2020, by age

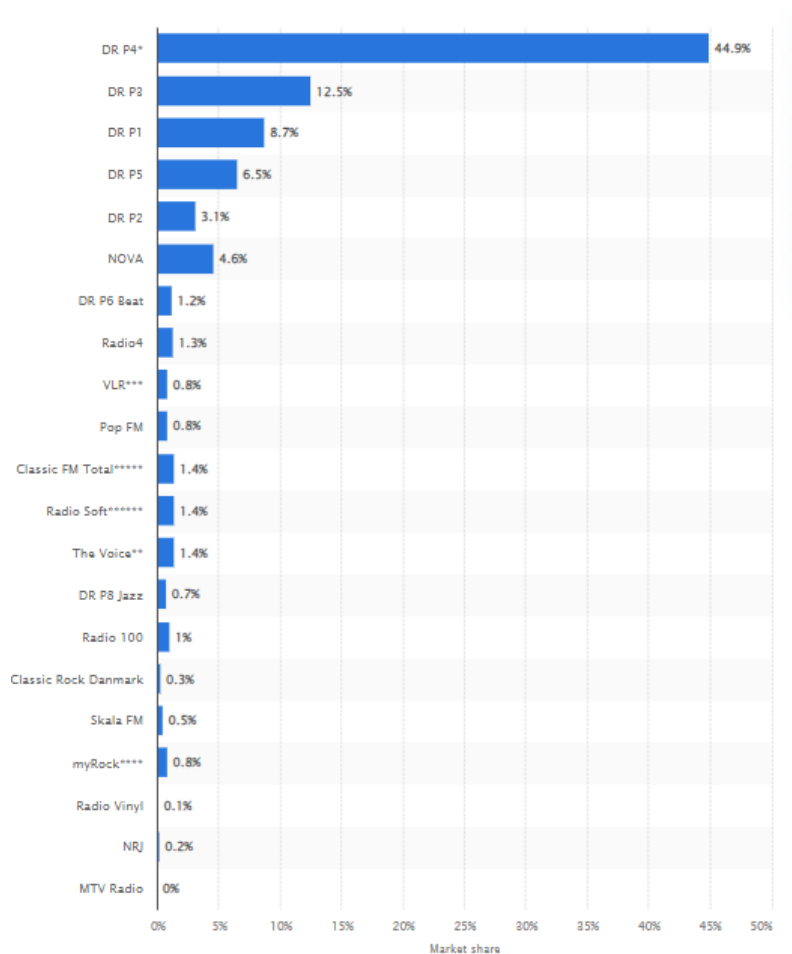


- Listening to the radio was most common among the age groups of 46 years and older, at 85 percent of respondents
- By comparison, the share of people aged 15 to 25 years was 58 percent

Radio Consumption

60% OF LISTENERS TUNE IN TO RADIO EVERY DAY

Market share of radio stations in Denmark 2021



- The Danish Broadcasting Corporation's radio channel P4 had the largest market share among all radio stations in Denmark, at roughly 44.9 percent.
- DR P3 was ranked second with a market share of 12.5 percent. In third place came DR P1

Radio Consumption

TOP RADIO STATIONS



DR P4
Frequency: 96.8 FM

DR (Danish Broadcasting Corporation) is Denmark's oldest and largest electronic media enterprise. It streams a balanced mixture of music and news.



DR P2
Frequency: 94.8 FM

DR P2 is a Danish radio station operated by the Danish Broadcasting Corporation. It streams classical music, opera, jazz, and coverage of other artistic performances and events.



DR P1
Frequency: 89 FM

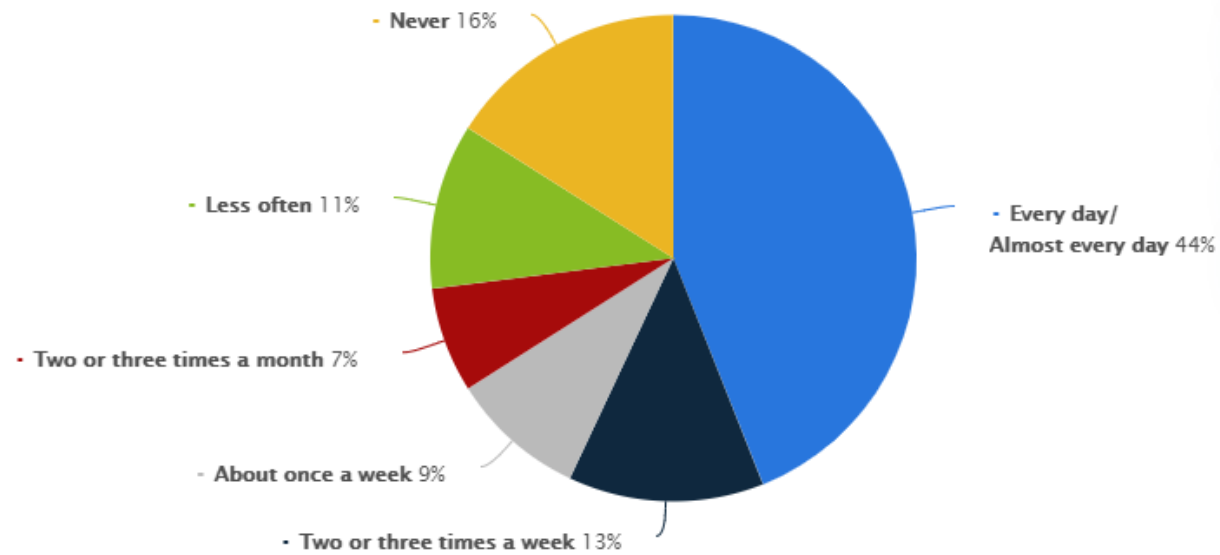
DR P1 is a Danish radio station operated by the Danish Broadcasting Corporation. P1 has evolved into a pure voice channel with a focus on news, documentaries, political debates, education, general cultural, scientific and social programming.



Nova
Frequency: 93.4 FM

Nova is a broadcast radio station in Copenhagen, Denmark, providing Adult Contemporary, Rock, Pop, and RnB as part of the SBS Discovery radio network.

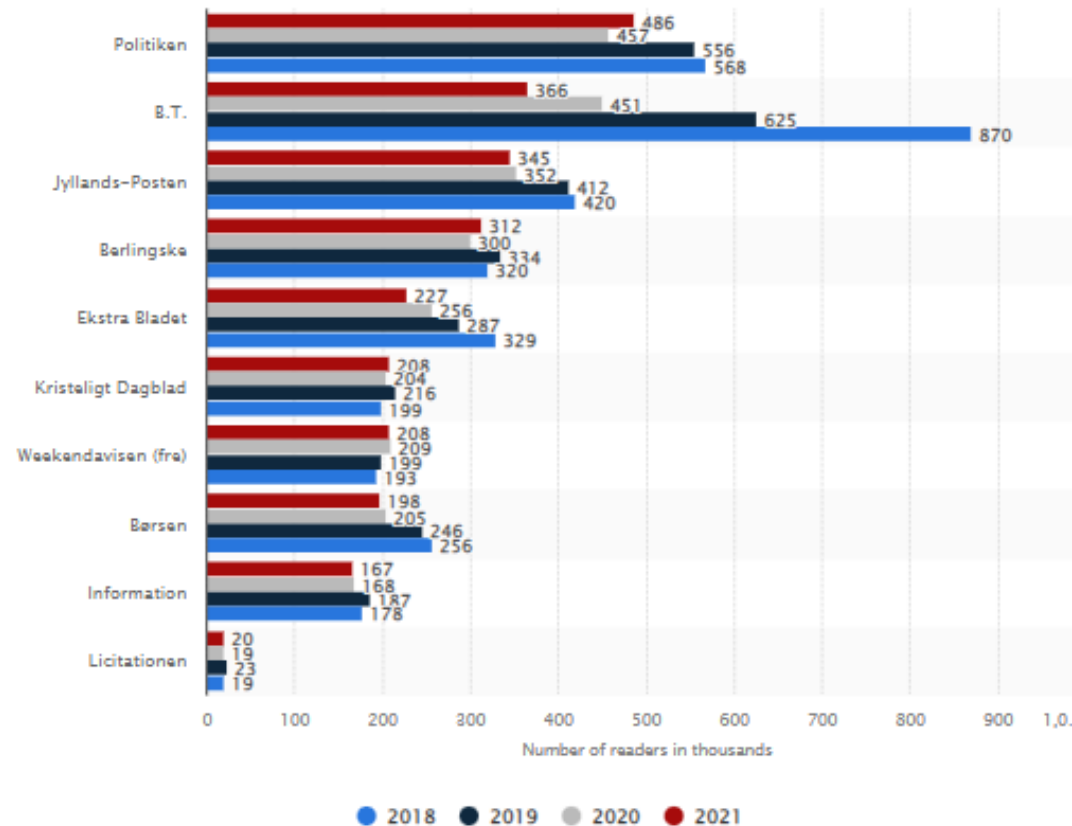
Frequency of reading the written press in Denmark 2020



- In the second quarter of 2022, newspaper publishing revenue in Denmark amounted to 948 million Danish kroner. Compared to the same period one year before, this was an increase of 30 million kroner.

TOP PRINT DAILIES IN DENMARK

National Daily Newspapers In Denmark From 2018 To 2021, By Number Of Weekly Readers



- In 2021, Politiken was the largest daily newspaper in Denmark, with 486,000 weekly readers that year. B.T. and Jyllands-Posten had the second and third highest reach in Denmark.

Print Consumption

TOP PRINT TITLES



B.T.
Readership: 366,000

B.T. is a Danish tabloid newspaper which offers general news about various subjects such as sports, politics and current affairs.



Jyllands-Posten
Readership: 345,000

Jyllands-Posten is a Danish daily broadsheet newspaper. It is based in Aarhus C, Jutland, with a weekday circulation of approximately 120,000 copies.

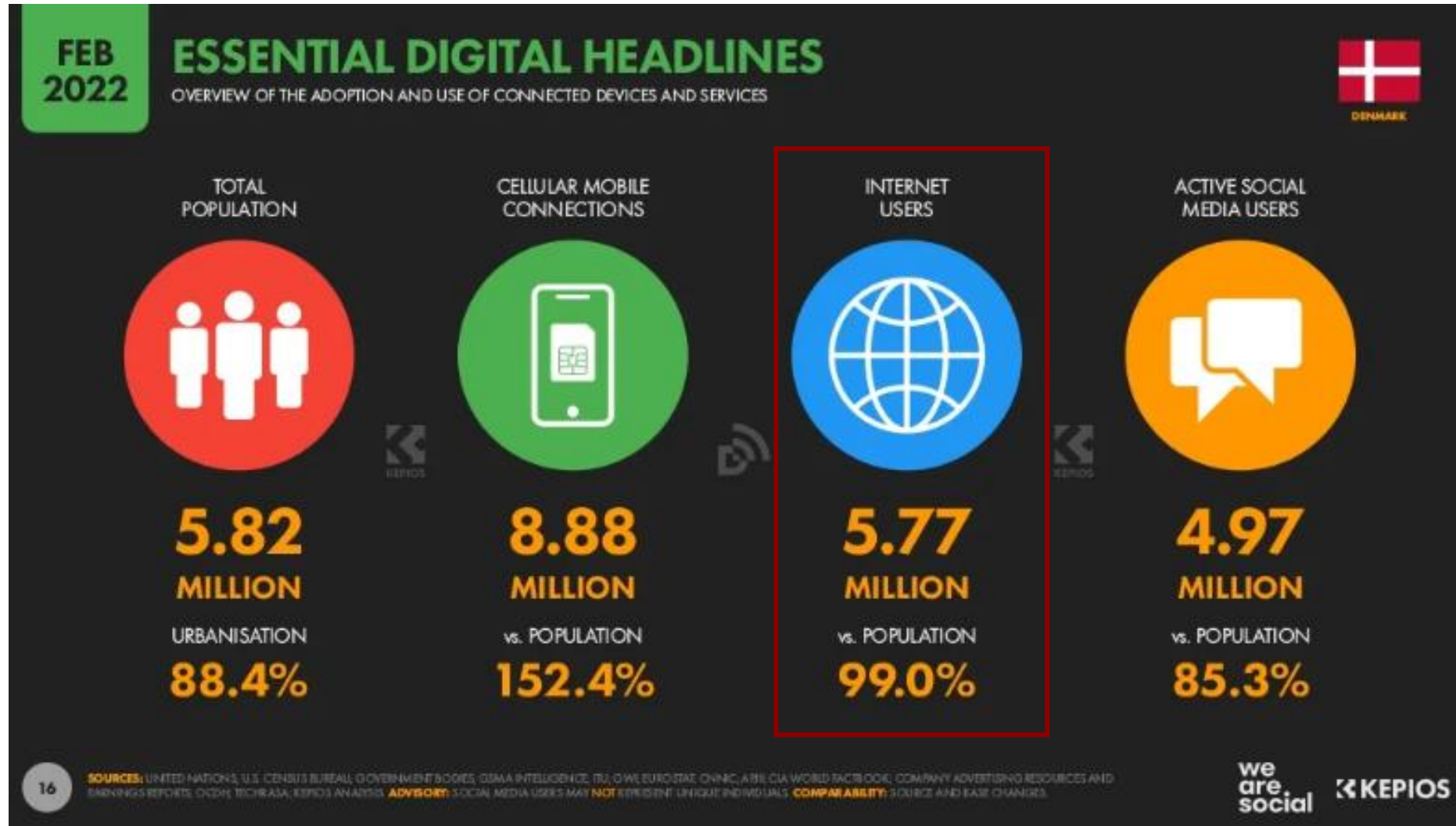


Politiken
Readership: 486,000

Politiken is a leading Danish daily broadsheet newspaper, published by JP/Politikens Hus in Copenhagen, Denmark. It provides its readers with the latest breaking news. It is actively involved in supporting cultural and sporting events

Digital consumption overview

INTERNET PENETRATION STANDS AT 99%



Digital Consumption

SOCIAL AND VIDEO CONTENT DOMINATE THEIR DIGITAL CONSUMPTION

FEB
2022

MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021



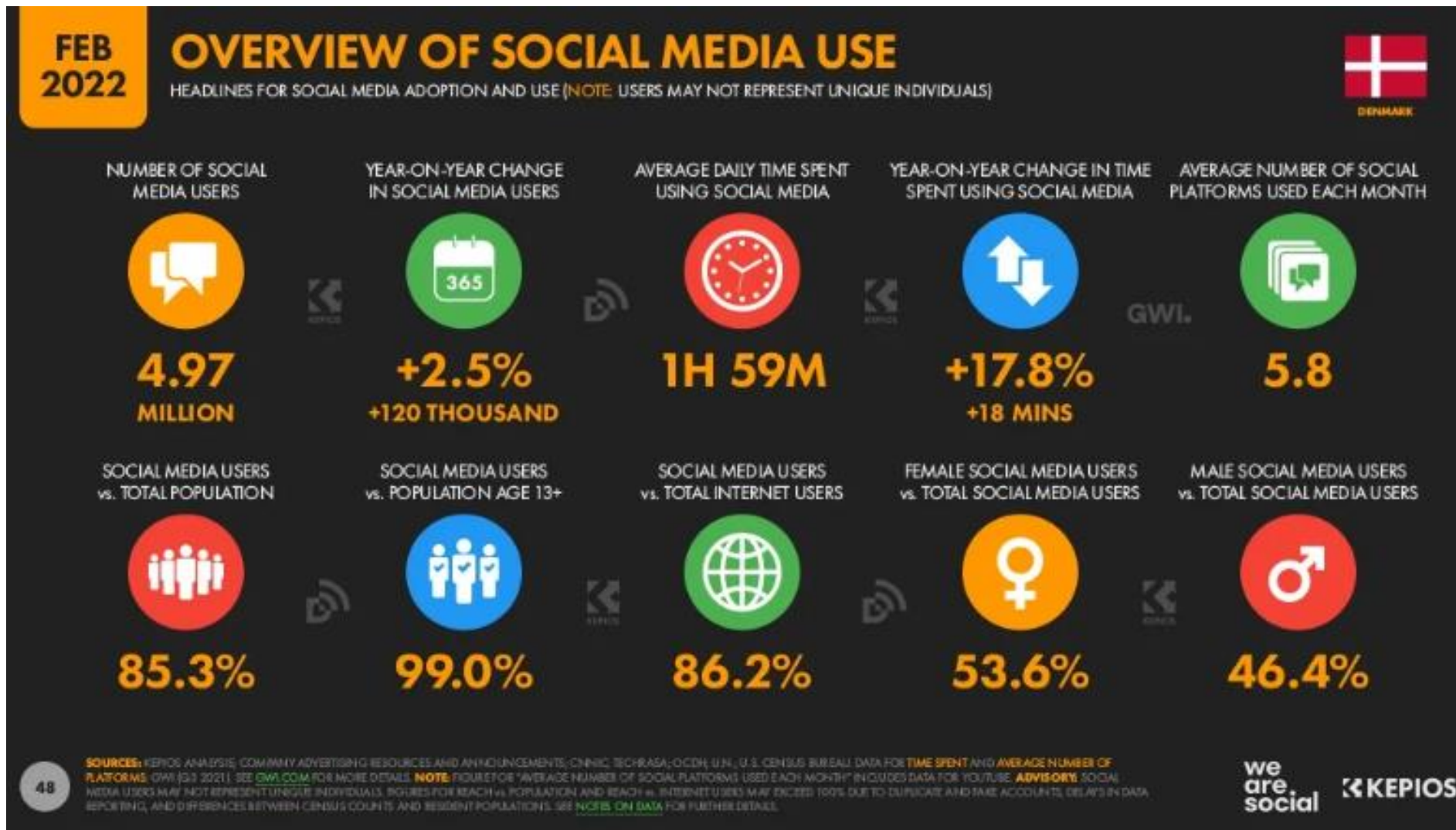
DENMARK

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	2.09B	[N/A]	[N/A]	16M 09S	10.58
02	YOUTUBE.COM	1.76B	[N/A]	[N/A]	25M 38S	14.77
03	FACEBOOK.COM	856M	[N/A]	[N/A]	12M 34S	9.06
04	NETFLIX.COM	286M	[N/A]	[N/A]	10M 42S	4.07
05	DR.DK	265M	[N/A]	[N/A]	6M 39S	3.71
06	GOOGLE.DK	229M	[N/A]	[N/A]	8M 09S	13.23
07	TV2.DK	206M	[N/A]	[N/A]	6M 40S	3.72
08	EKSTRABLADET.DK	183M	[N/A]	[N/A]	7M 07S	5.76
09	TWITCHTV	171M	[N/A]	[N/A]	9M 20S	4.47
10	LIVE.COM	142M	[N/A]	[N/A]	7M 06S	7.85

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	WIKIPEDIA.ORG	138M	[N/A]	[N/A]	4M 48S	3.66
12	REDDIT.COM	134M	[N/A]	[N/A]	12M 09S	7.70
13	INSTAGRAM.COM	122M	[N/A]	[N/A]	9M 12S	16.39
14	TWITTER.COM	118M	[N/A]	[N/A]	12M 44S	14.36
15	BT.DK	113M	[N/A]	[N/A]	6M 36S	7.73
16	LECTO.DK	95.0M	[N/A]	[N/A]	9M 46S	7.46
17	UNLOGIN.DK	91.0M	[N/A]	[N/A]	1M 46S	5.72
18	DBA.DK	87.5M	[N/A]	[N/A]	9M 01S	11.71
19	LINKEDIN.COM	81.5M	[N/A]	[N/A]	8M 22S	6.25
20	MESSANGER.COM	65.3M	[N/A]	[N/A]	9M 48S	4.61

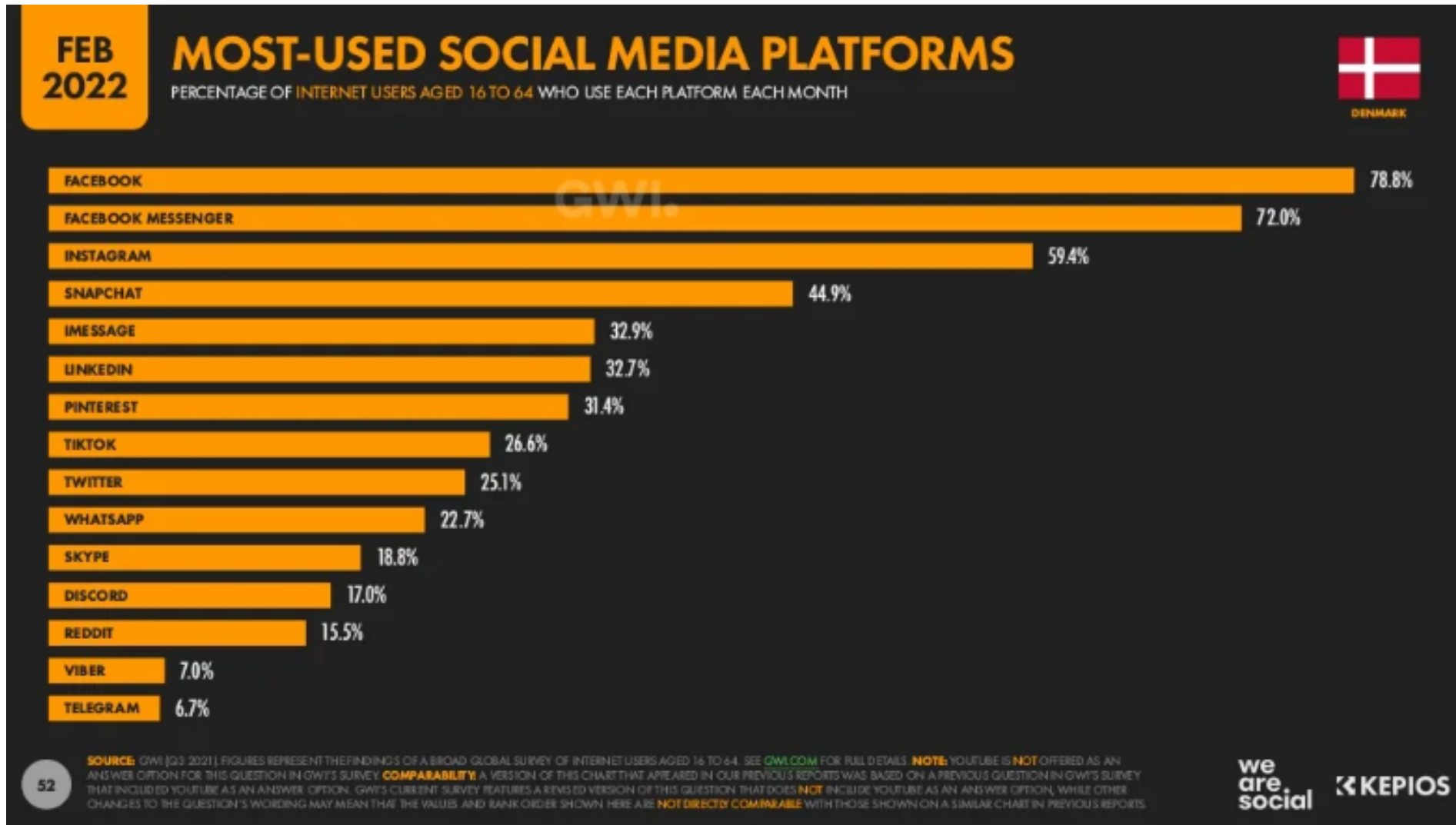
Digital Consumption

SOCIAL MEDIA USERS IN DENMARK INCREASED BY 2.5% BETWEEN 2021 AND 2022



Digital Consumption

FACEBOOK AND INSTAGRAM HAVE THE HIGHEST PENETRATION



Outdoor Sites

DENMARK



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